

Aura Cabinetry

The saws buzz and sanders hum steadily inside an Aura Cabinetry warehouse off 24th Avenue, one of several buildings the rapidly expanding company has acquired in Forest Grove's eastside industrial district. Already occupying 40,000 square feet, Aura Cabinetry plans to expand into another 7,500 square feet in 2007 to keep up with sales growth now averaging 40 percent per year.

The low cost and availability of industrial land and warehouse space in the city, affordable and reliable utility services, proximity of important suppliers, and ability to ship its products all over the Northwest from its Forest Grove site have kept the company flourishing locally.

*The company
also counts
Forest Grove's
affordable
housing as a
plus . . .*

"We've been able to expand our footprint in the city and ramp up production with surprising ease," says Andrew Mauss.

Now operating with 32 full-time employees earning competitive wages with full benefits, Aura Cabinetry has also been pleased with its ability to attract high-quality workers. "You have to be a 10 out of 10 to work for us," notes Mauss. While most employees come from the local labor pool, the company's location in a small town close to Portland also attracts regional and even out-of-state hires. The company also counts Forest Grove's affordable housing as a

plus, enabling it to help its employees become homeowners. Not surprisingly, "our turnover is very low," Mauss says.

While some employees commute from neighboring cities, the drive is reasonable, he says, particularly since the company's normal operating hours (5 a.m. to 3 p.m.) enable workers to avoid traffic crunches. That flex time also allows Aura Cabinetry to add a second shift in the future, which is coming at them fast.

The company now ships throughout the Portland metropolitan area and Central Oregon, and is polishing plans for a dealer network for the West Coast. And, with housing and remodeling on the Oregon coast picking up, "we are optimally located to serve that market as well," Mauss says.

For the Mauss brothers, who grew up with staple guns in their hands, the planned expansion in 2007 (which will provide space for a state-of-the-art showroom) is just one more sign they're achieving their goals — offering fine craftsmanship in cabinetry while taking their "semi-retired" father's business to the next level. "We're pretty excited about our prospects."



At a glance

"We are committed to capturing the aura of your home precisely," is the motto of Aura Cabinetry, where cabinets are considered more than mere functional furniture. Aura Cabinetry prides itself with offering quality in the details — attentive customer service and superbly crafted cabinets — with many wood species, cabinetry styles and finishes to choose from.

The company has come a long way from what began in 1978 as a small woodworking shop in founder Robert Mauss' garage. With Mauss' two sons now at the helm — Andrew as sales manager and Adam as production/operations manager — the former RLM Woodworking, Inc., was recreated as Aura Cabinetry in 2006 to capture the company's focus on quality and aesthetics.

AURA CABINETRY

3831 24th Avenue
Forest Grove, OR 97116
tel. (503) 359.4497 CCB# 26942
www.auracabinetry.com



A place where businesses and families thrive.

For information about operating a business in Forest Grove, contact the Forest Grove Economic Development Partnership, (503) 992.3293 or (503) 357.3006, or email jking@ci.forest-grove.or.us